

Global Digital Magazine Publishing Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

A digital magazine refers to a magazine that is published on the Internet. These are preferred by a greater proportion of readers due to their ease of access, cheaper subscription costs, and eco-friendliness compared to their printed counterparts.

Scope of the Report:

This report studies the Digital Magazine Publishing market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Digital Magazine Publishing market by product type and applications/end industries.

Rapid growth in programmatic advertising is a prominent trend in the market. The growing adoption of digital magazines provides a broad platform for digital advertisers. Programmatic advertising helps advertisers create and measure the effectiveness of mobile display ads to understand and cater to an individual's areas of interest. As advertising is a primary source of revenue for digital magazines, these advertisements will generate substantial revenue during the forecast period.

The global digital magazine publishing market is highly competitive due to the presence of numerous manufacturers. Intense competition, consumer spending pattern, demographic trends, and frequent changes in consumer preferences present a significant risk to manufacturers. Manufacturers compete on the basis of digital content, app availability, product differentiation, portfolio, and pricing. This competition is expected to intensify during the forecast period with an increase in product extensions.

The global Digital Magazine Publishing market is valued at xx million USD in 2017 and

is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Digital Magazine Publishing.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Advance Publication

American Media

Bloomberg

Forbes

Hearst

Meredith

New York Media

Pamela Drucker Mann

Rodale

TEN: The Enthusiast Network

The Newsweek Daily Beast

Time

Trusted Media Brands

Wenner Media

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Digital consumer magazine

Digital trade magazine

Market Segment by Applications, can be divided into

Fashion

Sports

Health

Lifestyle

Travel

Technology

Interior decorating

Business

Home economics

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